

The Suffield Observer

A Watchful Messenger

Advertising Office 860-668-7442
P.O. Box 424, Suffield, CT 06078-0424
E-mail: Ads@TheSuffieldObserver.com

ADVERTISING INFORMATION & CONTRACT

Business Name	Contact Person
Billing Street Address	
Billing Town & Zip	
Telephone(s)	E-mail
For <u>what months</u> are you are authorizing the <i>Observer</i> to run your ad?	

Submission deadline is always the 10th of the month.

Ad copy should be e-mailed to Ads@TheSuffieldObserver.com

Graphics: [High resolution is required](#) and ad files must be PC compatible. The .pdf format is preferred; however, others are acceptable (.tif, .jpg, .doc (Word), .pub (Publisher) or .ppt (PowerPoint)).

Rates & Pricing:

\$10.00 pci (per column-inch) – short-term contract rate (1–4 issues) B & W	\$14.00 pci for Color
\$9.00 pci – long-term contract rate (5 consecutive issues or more) B & W	\$12.00 pci for Color
\$9.00 pci – non-profit rate B & W	\$12.00 pci for Color

x	_____	Inches High
=	_____	Column-Inches (Columns multiplied by height)
	X _____	Rate pci
= \$	_____	Subtotal Cost
\$	_____	Online Cost (10% of subtotal cost or \$10 minimum)
	_____	+\$25 New Ad Design
= \$	_____	Total Cost

Prepayment for first ad is mandatory.

The *Observer* will continue running your ad for the months authorized above.

Advertisers are required to provide [30-day written notification to discontinue an ad](#).

Signature _____

Date _____